

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Target Enterprises**  
**16501 Ventura Blvd**  
**#515**  
**Encino, CA 91436**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>810790 /                            |  | <u>Alt Order #</u><br>06023737                         |
| <u>Product</u><br><b>NAT'L ASSO. MANUFACT</b>                     |  |  |
| <u>Contract Dates</u><br><b>08/20/12 - 09/04/12</b>               |  | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br><b>National Association of Manufacturers</b> |  | <u>Original Date / Revision</u><br>08/27/12 / 08/27/12 |
| <u>Billing Cycle</u><br>EOM/EOC                                   | <u>Billing Calendar</u><br>Broadcast   | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>WOIO</b>                                     | <u>Account Executive</u><br>Mary McCue | <u>Sales Office</u><br>Telerep-Los Ang                 |
| <u>Special Handling</u><br>Cash In Advance                        |  |  |
| <u>Demographic</u><br>Adults 50+                                  |  |  |
| <u>IDB#</u>   | <u>Advertiser Code</u><br>TARGET       | <u>Product Code</u><br>NAT' ASS.                       |
| <u>Agency Ref</u>   |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch          | Start Date        | End Date          | Description         | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Type        | Spots | Amount      |
|-------|-------------|-------------------|-------------------|---------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|-------------|
| 1     | WOIO        | 08/20/12          | 08/31/12          | Price is Right      | 11a-12p               |                 | :30           |                   |                     | NM          | 6     | \$3,150.00  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week: |             | 08/20/12          | 08/26/12          | MTWTF--             |                       |                 |               | 5                 | \$525.00            |             |       |             |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>  | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |             |
|       | 1           | WOIO              | 08/20/12-08/26/12 | Price is Right      | 11a-12p               | MTuWThF----     | :30           |                   | <del>\$525.00</del> | NM          |       |             |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |             |
|       | 2           | WOIO              | 08/20/12-08/26/12 | Price is Right      | 11a-12p               | MTuWThF----     | :30           |                   | <del>\$525.00</del> | NM          |       |             |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |             |
|       | 3           | WOIO              | 08/20/12-08/26/12 | Price is Right      | 11a-12p               | MTuWThF----     | :30           |                   | <del>\$525.00</del> | NM          |       |             |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |             |
|       | 4           | WOIO              | 08/20/12-08/26/12 | Price is Right      | 11a-12p               | MTuWThF----     | :30           |                   | <del>\$525.00</del> | NM          |       |             |
|       |             |                   |                   | Credited            |                       |                 |               |                   |                     |             |       |             |
| Week: |             | 08/27/12          | 09/02/12          | MTWTF--             |                       |                 |               | 5                 | \$525.00            |             |       |             |
| 2     | WOIO        | 09/03/12          | 09/04/12          | Price is Right      | 11a-12p               |                 | :30           |                   |                     | NM          | 2     | \$1,050.00  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week: |             | 09/03/12          | 09/09/12          | MT-----             |                       |                 |               | 2                 | \$525.00            |             |       |             |
| 3     | WOIO        | 08/20/12          | 08/31/12          | Action News at Noon | 12-1230p              |                 | :30           |                   |                     | NM          | 10    | \$4,750.00  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week: |             | 08/20/12          | 08/26/12          | MTWTF--             |                       |                 |               | 5                 | \$475.00            |             |       |             |
| Week: |             | 08/27/12          | 09/02/12          | MTWTF--             |                       |                 |               | 5                 | \$475.00            |             |       |             |
| 4     | WOIO        | 08/20/12          | 08/31/12          | Action News at 5p   | 5-6p                  |                 | :30           |                   |                     | NM          | 10    | \$7,000.00  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week: |             | 08/20/12          | 08/26/12          | MTWTF--             |                       |                 |               | 5                 | \$700.00            |             |       |             |
| Week: |             | 08/27/12          | 09/02/12          | MTWTF--             |                       |                 |               | 5                 | \$700.00            |             |       |             |
| 5     | WOIO        | 08/20/12          | 08/31/12          | Action News at 6p   | 6-630p                |                 | :30           |                   |                     | NM          | 10    | \$7,000.00  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week: |             | 08/20/12          | 08/26/12          | MTWTF--             |                       |                 |               | 5                 | \$700.00            |             |       |             |
| Week: |             | 08/27/12          | 09/02/12          | MTWTF--             |                       |                 |               | 5                 | \$700.00            |             |       |             |
| 6     | WOIO        | 09/03/12          | 09/04/12          | Action News at 6p   | 6-630p                |                 | :30           |                   |                     | NM          | 2     | \$1,400.00  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week: |             | 09/03/12          | 09/09/12          | MT-----             |                       |                 |               | 2                 | \$700.00            |             |       |             |
| 7     | WOIO        | 08/21/12          | 09/04/12          | Tue Hour 1          | 8-9P                  |                 | :30           |                   |                     | NM          | 3     | \$10,500.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>     |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>810790 /                |  | <u>Alt Order #</u><br>06023737                         |
| <u>Contract Dates</u><br><b>08/20/12 - 09/04/12</b>   |  | <u>Product</u><br>NAT'L ASSO. MANUFAC                  |
| <u>Advertiser</u><br><b>National Association of N</b> |  | <u>Estimate #</u><br>                                  |
|   |  | <u>Original Date / Revision</u><br>08/27/12 / 08/27/12 |

| *Line | Ch          | Start Date        | End Date          | Description           | Start/End Time        | Days               | Length        | Spots/Week        | Rate                  | Type        | Spots | Totals<br>Amount |
|-------|-------------|-------------------|-------------------|-----------------------|-----------------------|--------------------|---------------|-------------------|-----------------------|-------------|-------|------------------|
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/20/12          | 08/26/12          | - 1 - - - - -         |                       |                    |               | 1                 | \$3,500.00            |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | - 1 - - - - -         |                       |                    |               | 1                 | \$3,500.00            |             |       |                  |
| Week: |             | 09/03/12          | 09/09/12          | - 1 - - - - -         |                       |                    |               | 1                 | \$3,500.00            |             |       |                  |
| 8     | WOIO        | 08/28/12          | 09/04/12          | Tue Hour 3            | 10-11P                |                    | :30           |                   |                       | NM          | 1     | \$3,000.00       |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | - 1 - - - - -         |                       |                    |               | 1                 | \$3,000.00            |             |       |                  |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |       |                  |
|       | 1           | WOIO              | 08/27/12-09/02/12 | Tue Hour 3            | 10-11P                | - Tu - - - - -     | :30           |                   | <del>\$3,000.00</del> | NM          |       |                  |
|       | Credited    |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
| Week: |             | 09/03/12          | 09/09/12          | - 1 - - - - -         |                       |                    |               | 1                 | \$3,000.00            |             |       |                  |
| 9     | WOIO        | 08/23/12          | 08/30/12          | Thur Hour 3           | 10-11p                |                    | :30           |                   |                       | NM          | 1     | \$3,000.00       |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/20/12          | 08/26/12          | - - - 1 - - -         |                       |                    |               | 1                 | \$3,000.00            |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | - - - 1 - - -         |                       |                    |               | 1                 | \$3,000.00            |             |       |                  |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |       |                  |
|       | 2           | WOIO              | 08/27/12-09/02/12 | Thur Hour 3           | 10-11p                | - - - - Th - - - - | :30           |                   | <del>\$3,000.00</del> | NM          |       |                  |
|       | Credited    |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
| 10    | WOIO        | 08/26/12          | 09/02/12          | Sun Hour 1            | 7-8p                  |                    | :30           |                   |                       | NM          | 2     | \$7,000.00       |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/20/12          | 08/26/12          | - - - - - 2           |                       |                    |               | 2                 | \$3,500.00            |             |       |                  |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |       |                  |
|       | 3           | WOIO              | 08/20/12-08/26/12 | Sun Hour 1            | 7-8p                  | - - - - - Su       | :30           |                   | <del>\$3,500.00</del> | NM          |       |                  |
|       | Credited    |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | - - - - - 1           |                       |                    |               | 1                 | \$3,500.00            |             |       |                  |
| 11    | WOIO        | 08/26/12          | 09/02/12          | CBS Sunday Morning    | 9-1030a               |                    | :30           |                   |                       | NM          | 3     | \$1,350.00       |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/20/12          | 08/26/12          | - - - - - 3           |                       |                    |               | 3                 | \$450.00              |             |       |                  |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |       |                  |
|       | 3           | WOIO              | 08/20/12-08/26/12 | CBS Sunday Morning    | 9-1030a               | - - - - - Su       | :30           |                   | <del>\$450.00</del>   | NM          |       |                  |
|       | Credited    |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       | 4           | WOIO              | 08/20/12-08/26/12 | CBS Sunday Morning    | 9-1030a               | - - - - - Su       | :30           |                   | <del>\$450.00</del>   | NM          |       |                  |
|       | Credited    |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | - - - - - 2           |                       |                    |               | 2                 | \$450.00              |             |       |                  |
| 12    | WOIO        | 09/03/12          | 09/04/12          | Action News at Noon   | 12-1230p              |                    | :30           |                   |                       | NM          | 2     | \$950.00         |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 09/03/12          | 09/09/12          | MT - - - - -          |                       |                    |               | 2                 | \$475.00              |             |       |                  |
| 13    | WOIO        | 08/27/12          | 08/31/12          | Price is Right        | 11a-12p               |                    | :30           |                   |                       | NM          | 1     | \$525.00         |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | MTWTF - -             |                       |                    |               | 2                 | \$525.00              |             |       |                  |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |       |                  |
|       | 2           | WOIO              | 08/27/12-09/02/12 | Price is Right        | 11a-12p               | MTuWThF - - - -    | :30           |                   | <del>\$525.00</del>   | NM          |       |                  |
|       | Credited    |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
| 14    | WOIO        | 09/03/12          | 09/04/12          | Price is Right        | 11a-12p               |                    | :30           |                   |                       | NM          | 2     | \$1,050.00       |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 09/03/12          | 09/09/12          | MT - - - - -          |                       |                    |               | 2                 | \$525.00              |             |       |                  |
| 15    | WOIO        | 09/02/12          | 09/02/12          | Sun Hour 1            | 7-8p                  |                    | :30           |                   |                       | NM          | 1     | \$3,500.00       |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |
| Week: |             | 08/27/12          | 09/02/12          | - - - - - 1           |                       |                    |               | 1                 | \$3,500.00            |             |       |                  |
| 16    | WOIO        | 08/26/12          | 08/26/12          | Sun Action News at 7a | 7-9a                  |                    | :30           |                   |                       | NM          | 2     | \$400.00         |
|       |             |                   |                   |                       |                       |                    |               |                   |                       |             |       |                  |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |       |                  |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>810790 /                |  | <u>Alt Order #</u><br>06023737                         |
| <u>Contract Dates</u><br><b>08/20/12 - 09/04/12</b>   |  | <u>Product</u><br>NAT'L ASSO. MANUFAC                  |
| <u>Advertiser</u><br><b>National Association of N</b> |  | <u>Estimate #</u><br>                                  |
|   |  | <u>Original Date / Revision</u><br>08/27/12 / 08/27/12 |

| *Line  | Ch   | Start Date                    | End Date                    | Description                | Start/End Time | Days | Length | Spots/Week             | Rate                      | Type | Totals<br>SpotsAmount |             |
|--------|------|-------------------------------|-----------------------------|----------------------------|----------------|------|--------|------------------------|---------------------------|------|-----------------------|-------------|
|        |      |                               |                             |                            |                |      |        |                        |                           |      | 1                     | \$500.00    |
| Week:  |      | <u>Start Date</u><br>08/20/12 | <u>End Date</u><br>08/26/12 | <u>Weekdays</u><br>-----S  |                |      |        | <u>Spots/Week</u><br>2 | <u>Rate</u><br>\$200.00   |      |                       |             |
| 17     | WOIO | 08/26/12                      | 08/26/12                    | SU Action News at 630p     | 630-7p         |      | :30    |                        |                           | NM   | 1                     | \$500.00    |
| Week:  |      | <u>Start Date</u><br>08/20/12 | <u>End Date</u><br>08/26/12 | <u>Weekdays</u><br>-----S  |                |      |        | <u>Spots/Week</u><br>1 | <u>Rate</u><br>\$500.00   |      |                       |             |
| 18     | WOIO | 08/28/12                      | 08/28/12                    | CBS Special                | 1058p          |      | :30    |                        |                           | NM   | 1                     | \$3,000.00  |
| Week:  |      | <u>Start Date</u><br>08/27/12 | <u>End Date</u><br>09/02/12 | <u>Weekdays</u><br>-1----- |                |      |        | <u>Spots/Week</u><br>1 | <u>Rate</u><br>\$3,000.00 |      |                       |             |
| 19     | WOIO | 08/30/12                      | 08/30/12                    | CBS Special                | 1058p          |      | :30    |                        |                           | NM   | 1                     | \$3,000.00  |
| Week:  |      | <u>Start Date</u><br>08/27/12 | <u>End Date</u><br>09/02/12 | <u>Weekdays</u><br>---1--- |                |      |        | <u>Spots/Week</u><br>1 | <u>Rate</u><br>\$3,000.00 |      |                       |             |
| N 20   | WOIO | 08/28/12                      | 08/31/12                    | Action News at 4p          | 4-5p           |      | :30    |                        |                           | NM   | 1                     | \$450.00    |
| Week:  |      | <u>Start Date</u><br>08/27/12 | <u>End Date</u><br>09/02/12 | <u>Weekdays</u><br>-TWTF-- |                |      |        | <u>Spots/Week</u><br>1 | <u>Rate</u><br>\$450.00   |      |                       |             |
| N 21   | WOIO | 08/28/12                      | 08/31/12                    | America Now                | 9-10a          |      | :30    |                        |                           | NM   | 1                     | \$75.00     |
| Week:  |      | <u>Start Date</u><br>08/27/12 | <u>End Date</u><br>09/02/12 | <u>Weekdays</u><br>-TWTF-- |                |      |        | <u>Spots/Week</u><br>1 | <u>Rate</u><br>\$75.00    |      |                       |             |
| Totals |      |                               |                             |                            |                |      |        |                        |                           |      | 63                    | \$62,650.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/26/12 | 23         | \$21,250.00        | \$18,062.50        |
| 08/27/12 - 09/04/12 | 40         | \$41,400.00        | \$35,190.00        |
| <b>Totals</b>       | <b>63</b>  | <b>\$62,650.00</b> | <b>\$53,252.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.